

REP: TELL# 703-516-9399
REP HEADLINE# 6373423
*** UNAPPROVED REV #1 ***

FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT15/12 09:47
***CHANGES** *** WFLA-TV ***

PROGRAM : 7P NEWS
CON COM1: 7P NEWS

PROGRAM : ET
CON COM1: ET

ADV # _____ ADV. NAME ISS/AMER. CROSSROADS
AGY # _____ AGY. NAME CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
CONTRACT # 6373423

REP. # _____ OFF. # _____ SALESMAN # _____
BUYER NAME MICHELLE SANTUOSO
SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # _____ CITY TAX _____ STATE TAX _____
PRDCT AMERICAN CROSSROADS EST#1209 COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES OCT16/12 OCT22/12 WK-1

CLASS: NATL. LOCAL REGIONAL
CO-OP BILLING NEEDED
DATE OCT15/12 09:47

REP: REVISION 10/15

PGM CHANGE LN'S 8, 10, 16-17, 28, 30, 40, 42, 51, 53
MAKEGOOD - SPOT CANCELED LN 20, LN 55 ADDED AS MG

TTL SAME
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM **** THIS IS A CASH IN ADVANCE SCHEDULE ****

AMERICAN CROSSROADS

NOV 01 2012
10/16/12 FLC (S)

: LINE#: REP : CDD: TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS: WEEK : DAYS : TOTL:
: LINE#: : : : : : : : : : : : : :
AGENCY ADVERTISER CODE = 11 AGENCY EST# = 1209
AGENCY PRODUCT CODE = 27
8 NZ 700P-730P 30 \$1,500.00 10/19 10/19 1 FRI 1
PROGRAM : 7P NEWS
CON COM1: 7P NEWS
10 ZN 730P-800P 30 \$1,500.00 10/19 10/19 1 FRI 1
PROGRAM : ET
CON COM1: ET

REP HEADLINE # 6373423
*** UNAPPROVED REV #1 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT *CHANGING* *

FROM REP * * * CHANGES * * * OCT 15 / 12 09 . 47
WFLA-TV ***

REP : HEADLINE# 6373423
*** UNAPPROVED REV #1 ***

REP : TEL# 703-516-9399
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT15/12 09.47
CHANGES *** WFLA-TV ***

FAX# 703-516-9680
CONTRACT TOTAL SPOTS 70550.00 54
TOTAL SPOTS 70550.00 54

LINE# : REP : CD :	TIME PERIOD :	LGTH :	SEC :	RATE :	START DATE :	END DATE :	SPTS: /WK:	WEEK INVT :	DAYS	:TOTL: :SPTS:
55 A 630P-700P		30		\$5,000.00	10/16	10/19	1		1	
OCT/12	70550.00									

MARKET TOTALS \$231,035 WFLA 31% WFTS 19% WTSP 10% WTVP 26% WTQG 4% WTTA 0% WMOR 7%
SHARES ACCURATE EXCEPT WFTS WHICH IS ESTIMATED
WFOX 0% WXFX 0% WWSB 3% CABL 0%
SVC- NST
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6373423
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT 15 / 12 08 . 31
*** WFLA-TV ***

REP HEADLINE# 6373423
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

* * * OCT 15 / 12 08 : 31
* * * WFLA-TV * * *

REP HEADLINE # 6373423
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGEN
ORDER WORKSHEET

FAX# 703-516-9680
K i i i
CAT REBORN 250

CREDIT ADVISORY: AGENCY CREDIT RISK !!! ORDER WORKSHEET HARRIS REPORT FROM REP

OCT 15 / 12 08 . 31
*** WFT A - TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS: /WK:	WEEK INVT	DAYS	TOTL: SPTS:
22			1135P-1237A	30		\$800.00	10/18	10/18	1		THU	1
			PROGRAM : TONITE SHW-NBC<									
			CON COM1: TONITE SHW-NBC<									
23			200P-300P	30		\$400.00	10/18	10/18	1		THU	1
			PROGRAM : RACHAEL RAY									
			CON COM1: RACHAEL RAY									
24			300P-400P	30		\$550.00	10/18	10/18	1		THU	1
			PROGRAM : DOCTORS<									
			CON COM1: DOCTORS<									
25			400P-500P	30		\$800.00	10/18	10/18	1		THU	1
			PROGRAM : DR. OZ<									
			CON COM1: DR. OZ<									
26			530A-600A	30		\$450.00	10/18	10/18	1		THU	1
			PROGRAM : NC8 TODAY@5:30<									
			CON COM1: NC8 TODAY@5:30<									
27			600A-700A	30		\$1,250.00	10/18	10/18	1		THU	1
			PROGRAM : ENT TONIGHT 30<NEWS									
			CON COM1: ENT TONIGHT 30<NEWS									
28			700P-730P	30		\$1,500.00	10/18	10/18	1		THU	1
			PROGRAM : TODAY SHW<									
			CON COM1: TODAY SHW<									
29			700A-900A	30		\$1,400.00	10/18	10/18	1		THU	1
			PROGRAM : EXTRAS<OT									
			CON COM1: EXTRAS<OT									
30			730P-800P	30		\$1,500.00	10/18	10/18	1		THU	1

REP : TEL# 703-516-9399
CREDIT ADVISORY : AGE
ORDER WORKSHEET

REP: TEL# 703-516-9399
FAX# 703-516-9680

OCT 15 / 12 08 * 31
*** WFTVLA-TV ***

REP HEADLINE# 6373423
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT15/12 08.31
*** WFLA-TV ***

LINE#	REP : CD:	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS: /WK:	WEEK INVT :	DAY\$	TOTL: :SPTS:
40		700P-730P	30		\$1,500.00	10/16	10/16	1	TUE		1
41	PROGRAM : CON COM1:	ENT TONIGHT 30< MW	30		\$1,400.00	10/16	10/16	1	TUE		1
42	PROGRAM : CON COM1:	TODAY SHW	30		\$1,500.00	10/16	10/16	1	TUE		1
43	PROGRAM : CON COM1:	EXTRA< ET	30		\$1,050.00	10/16	10/16	1	TUE		1
44	PROGRAM : CON COM1:	TODAY SHW2-NBC	30		\$3,500.00	10/17	10/17	1	WED		1
45	PROGRAM : CON COM1:	CHICAGO FIRE	30		\$800.00	10/17	10/17	1	WED		1
46	PROGRAM : CON COM1:	TONITE SHW-NBC<	30		\$400.00	10/17	10/17	1	WED		1
47	PROGRAM : CON COM1:	RACHAEL RAY	30		\$550.00	10/17	10/17	1	WED		1
48	PROGRAM : CON COM1:	DOCTORS< DOCTORS<	30		\$800.00	10/17	10/17	1	WED		1

REP HEADLINES 6373423
*** COMMUNIQUE ***

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGEN
ORDER WORKSHEET

FAX# 703-516-9680

OCT 15 / 1.2 08 . 31
*** WFTA-TV ***

PROGRAM : NC8 TODAY@5:30<
CON COM1: NC8 TODAY@5:30<

50 600A-700A 30 \$1,250.00 10/17 10/17 1 WED

PROGRAM : NC8 TODAY@6AM<
CON COM : NC8 TODAY@6AM<

PROGRAM : CON GOMI :	ENT TONIGHT TUE MORNIN	30 30 NAME	30	\$1,500.00	10/17	1	WED
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52 700A-900A 30 \$1,400.00 10/17 10/17 1 WED

PROGRAM : TODAY SHW
CON COM1: TODAY SHW

53	730P-800P	30	\$1,500.00	10/17	10/17	WED
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5.4 900A-1000A 2.8 0.1 0.000 0.000 0.000

PROGRAM	TODAY	SHW2-NBC	30	\$1,030.00	10/1/	10/1/	WED
CON COM:	TONY	SHERMAN					

CONTRACT TOTAL
70550.00

CONTRACT TOTAL
TOTAL SPOTS 70550.00
54

MKT TOTALS \$231,035 WFLA 31% WFBS 19% WTSP 10% WTVT 26% WTOG 4% WTTA 0% WMOR 7%
WMOX 0% WXPX 0% WWSB 3% CABL 0%

SHARES ACCURATE EXCEPT WFBS WHICH IS ESTIMATED

SVC - NSI

DEMO - PRACT

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
Submission Number 808 Issue 1



MetTV

Tampa Bay Online

TBO.com

WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-6888

Original

Client:	American Crossroads/ Issue	Submission Cost:	70550	Campaign Ref:	E 063734230
Buyer:		Client/Product/Estimate:	11 /27 /1209	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/15/12 to 10/28/12	Weeks:	2	Order Ref:	06373423
Est./PO Number:	06373423	Contract Type:	Political	Business Type:	POLITICAL
Associated Copies:	No	Business Category:	Transactional		

Product:	American Crossroads	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type		Rate	Spot Type		10/15	10/22	Total	Cost
1	M-F 1135p ET / 1035p CT Tonight Show	03		800	30	Nbr of Spots	1		1	800
F..					Comme				
2	M-F 2p Rachael Ray	02		400	30	Nbr of Spots	1		1	400
F..					Comme				
3	M-F 3p Doctors	03		550	30	Nbr of Spots	1		1	550
F..					Comme				
4	M-F 4p Dr Oz	02		800	30	Nbr of Spots	1		1	800
F..					Comme				
5	M-F 5a News	01		300	30	Nbr of Spots	1		1	300
F..					Comme				
6	M-F 530a News	02		450	30	Nbr of Spots	1		1	450
F..					Comme				
7	M-F 6a News	02		1250	30	Nbr of Spots	1		1	1250
F..					Comme				
8	M-F 7p News	02		1500	30	Nbr of Spots	1		1	1500
F..					Comme				
9	M-F 7a Today Show	02		1400	30	Nbr of Spots	1		1	1400
Weekly Totals:							47	7	54	
Total Spots(Ord Spots)										

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

American Crossroads/ Issue
Submission Number 808 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	American Crossroads/ Issue	Submission Cost:	70550	Campaign Ref:	E.063734230
Buyer:	"	Client/Product/Estimate:	11/27/1209	Sales Rep:	HRR Washington, DC
Schedule Dates:	10/15/12 to 10/28/12	Weeks:	2	Order Ref:	06373423
Est./PO Number:	06373423	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No	Business Category:	Transactional		

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	10/22	Total	Cost
10	M-F 730p Entertainment Tonight	02	1500	Comme				1500
11	M-F 9a Today Show II	01	1050	30	Nbr of Spots	1	1	1050
12	M-F 1135p ET / 1035p CTT Tonight Show	02	1000	30	Nbr of Spots	1	1	1000
13	M-F 2p Rachael Ray M.....	02	400	30	Nbr of Spots	1	1	400
14	M-F 4p Dr Oz M.....	02	1000	30	Nbr of Spots	1	1	1000
15	M-F 530a NEWS M.....	04	200	30	Nbr of Spots	1	1	200
16	M-F 7p News M.....	01	2000	30	Nbr of Spots	1	1	2000
17	M-F 730p Entertainment Tonight M.....	01	2000	30	Nbr of Spots	1	1	2000
18	M-F 9a Today Show II M.....	01	1050	30	Nbr of Spots	1	1	1050
19	M-Su 11p News S.	01	2500	30	Nbr of Spots	1	1	2500
Weekly Totals:					47	7	54	
Total Spots(Ord Spots)								

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 808 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8886

Original

Client:	American Crossroads/ Issue	Submission Cost:	70550	Campaign Ref:	E:063734230
Buyer:	" "	Client/Product/Estimate:	11/27/1209	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/15/12 to 10/28/12	Weeks:	2	Order Ref:	06373423
Est./PO Number:	06373423	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No	Business Category:	Transactional		

Ref	Sales Product Details	Rev Type		Rate	Spot Type	10/15	10/22	Total	Cost
20	Sun 10a Meet The Press	01		5000	30 Comme	Nbr of Spots	1	1	5000
	...S								
21	M-F 1135p ET / 1035p CT Tonight Show	03		800	30 Comme	Nbr of Spots	1	1	800
	...T...								
22	M-F 2p Rachael Ray	02		400	30 Comme	Nbr of Spots	1	1	400
	...T...								
23	M-F 3p Doctors	03		550	30 Comme	Nbr of Spots	1	1	550
	...T...								
24	M-F 4p Dr Oz	02		800	30 Comme	Nbr of Spots	1	1	800
	...T...								
25	M-F 530a News	02		450	30 Comme	Nbr of Spots	1	1	450
	...T...								
26	M-F 6a News	02		1250	30 Comme	Nbr of Spots	1	1	1250
	...T...								
27	M-F 7p News	02		1500	30 Comme	Nbr of Spots	1	1	1500
	...T...								
28	M-F 7a Today Show	02		1400	30 Comme	Nbr of Spots	1	1	1400
	...T...								
29	M-F 730p Entertainment Tonight	02		1500	30 Comme	Nbr of Spots	1	1	1500
	...T...								
30	M-F 9a Today Show II	01		1050	30 Comme	Nbr of Spots	1	1	1050
	...T...								
Weekly Totals:						Total Spots(Ord Spots)	47	7	54

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 808 Issue 1

News Channel 8
on your side

WFLA-TV

P.O. Box 1410
Tampa, FL 33601

MeTV
Tempo Bay Online

TBO.com

PHONE (813) 228-8888

Original

Client:	American Crossroads/ Issue	Submission Cost:	70550	Campaign Ref:	E:063734230
Buyer:	"	Client/Product/Estimate:	11/27/1209	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/15/12 to 10/28/12	Weeks:	2	Order Ref:	06373423
Est./PO Number:	06373423	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No	Business Category:	Transactional		

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	10/22	Total	Cost
31	Thu 9-10p ET / 8-9p CT Office / Parks & Recreation T....	01		7500	30	Nbr of Spots	1	1
32	M-F 1135p ET / 1035p CT Tonight Show T....	03		800	30	Nbr of Spots	1	1
33	M-F 2p Rachael Ray T....	02		400	30	Nbr of Spots	1	1
34	M-F 3p Doctors T....	03		550	30	Nbr of Spots	1	1
35	M-F 4p Dr Oz T....	02		800	30	Nbr of Spots	1	1
36	M-F 5a News T....	01		300	30	Nbr of Spots	1	1
37	M-F 530a News T....	02		450	30	Nbr of Spots	1	1
38	M-F 6a News T....	02		1250	30	Nbr of Spots	1	1
39	M-F 7p News T....	02		1500	30	Nbr of Spots	1	1
40	M-F 7a Today Show T....	02		1400	30	Nbr of Spots	1	1
Weekly Totals: Total Spots(Ord Spots)						47	7	54

Crossroads Media

American Crossroads/ Issue Submission Number 808 Issue 1

66 Canal Center Plaza
Suite 555

Alexandria VA 22314

News
Channel

1

McT

TBO.com
Tampa Bay Online

P.O. Box 1410
Tampa, FL 33601

P.O. Box 1410
Tampa, FL 33601

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Original

Client:	American Crossroads/ Issue	Submission Cost:	70550	Campaign Ref:	E:063734230
Buyer:	"	Client/Product/Estimate:	11 /27 /1209	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/15/12 to 10/28/12	Weeks:	2	Order Ref:	06373423
Est./PO Number:	06373423	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No	Business Category:	Transactional		

Ref	Sales Product Details	Rev Type		Rate	Spot Type	10/15	10/22	Total	Cost
41	M-F 730p Entertainment Tonight	02		1500	30	Nbr of Spots	1	1	1500
42	M-F 9a Today Show II	01		1050	30	Nbr of Spots	1	1	1050
43	Wed 10p ET / 9p CT Chicago Fire	04		3500	30	Nbr of Spots	1	1	3500
44	M-F 1135p ET / 1035p CT Tonight Show	03		800	30	Nbr of Spots	1	1	800
45	M-F 2p Rachael Ray .W...	02		400	30	Nbr of Spots	1	1	400
46	M-F 3p Doctors .W...	03		550	30	Nbr of Spots	1	1	550
47	M-F 4p Dr Oz .W...	02		800	30	Nbr of Spots	1	1	800
48	M-F 530a News .W...	02		450	30	Nbr of Spots	1	1	450
49	M-F 6a News .W...	02		1250	30	Nbr of Spots	1	1	1250
50	M-F 7p News .W...	02		1500	30	Nbr of Spots	1	1	1500
51	M-F 7a Today Show .W...	02		1400	30	Nbr of Spots	1	1	1400
Weekly Totals: Total Spots(Ord Spots)						47	7	54	

Weekly Totals: Total Spots(Ord Spots)



WFLA-TV
A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 228-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

21453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

REP.: WFLA (Washington Dc)
SLSR: HRP Washington, DC
ADV.: American Crossroads/ Issue
PROD: American Crossroads

2012 INVOICE DATE	WFLA I SS 10/28/12 E:063734230
ORDER TYPE	Political
INVOICE NUMBER	PAGE BROADCAST MONTH
0100033195	1 10/01/2012 - 10/2
SCHEDULE DATES 10/15/12-10/28/12	Standard Broadcast Month
TERMS: NET 30 DAYS.	

REF#: 11 /27 /1209

Desc: Campaign Option Number 1, Booking1

SCHEDULE		DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	ACTUAL BROADCAST	LENGTH M/G FOR PRODUCT	DESCRIPTION	PRICE	RECONCILIATION
												REMARKS
M-F	1135p ET / 1035p CT	Tonight			10/19	FR	12:31A	*WFLA	:30	Commercial		
	800.00		1	1				USPRTV21ACH		800.00		
M-F	2p Rachael Ray				10/19	FR	02:18P	*WFLA	:30	Commercial		
	400.00		2	1				USPRTV21ACH		400.00		
M-F	3p Doctors				10/19	FR	03:53P	*WFLA	:30	Commercial		
	550.00		3	1				USPRTV21ACH		550.00		
M-F	4p Dr Oz				10/19	FR	04:37P	*WFLA	:30	Commercial		
	800.00		4	1				USPRTV21ACH		800.00		
M-F	5a News				10/19	FR	05:21A	*WFLA	:30	Commercial		
	300.00		5	1				USPRTV21ACH		300.00		
M-F	530a News				10/19	FR	05:58A	*WFLA	:30	Commercial		
	450.00		6	1				USPRTV21ACH		450.00		
M-F	6a News				10/19	FR	06:24A	*WFLA	:30	Commercial		
	1250.00		7	1				USPRTV21ACH		1250.00		
M-F	7p News				10/19	FR	07:15P	*WFLA	:30	Commercial		
	1500.00		8	1				USPRTV21ACH		1500.00		
M-F	7a Today Show				10/19	FR	08:26A	*WFLA	:30	Commercial		
	1400.00		9	1				USPRTV21ACH		1400.00		
M-F	730p Entertainment Tonight				10/19	FR	07:47P	*WFLA	:30	Commercial		
	1500.00		10	1				USPRTV21ACH		1500.00		
M-F	9a Today Show II				10/19	FR	09:59A	*WFLA	:30	Commercial		
	1050.00		11	1				USPRTV21ACH		1050.00		
M-F	1135p ET / 1035p CT	Tonight			10/22	MO	12:29A	*WFLA	:30	Commercial		
	1000.00		12	1				USPRTV21ACH		1000.00		
M-F	2p Rachael Ray				10/22	MO	02:41P	*WFLA	:30	Commercial		
	400.00		13	1				USPRTV21ACH		400.00		
M-F	4p Dr Oz				10/22	MO	04:27P	*WFLA	:30	Commercial		
	1000.00		14	1				USPRTV21ACH		1000.00		

*** Continued ***

54 Total Units	Debits .00
ACTUAL GROSS BILLING 70,550.00	Credits .00
AGENCY COMMISSION 10,582.50	TOTAL RECONCILING .00
NET DUE 59,967.50	

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

WFLA-TV
P.O. Box 1410
Tampa, FL 33601

News Channel 8
WFLA-TV Tampa, St. Petersburg

ADVERTISER
American Crossroads/ Issue

PRODUCT
American Crossroads

INVOICE NUMBER
0100033195

BROADCAST MONTH
10/01/2012 - 10/28,

AMOUNT DUE
59,967.50

REMIT TO:

*00170
000021453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425

400900020 00000000021453 00000100033195 005996750 2



WFLA-TV
A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 288-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

21453
Crossroads Media
66 Canal Center Plaza
Suite 555
ALEXANDRIA VA 22314

REP.: WFLA (Washington Dc)
SLSR: HRP Washington, DC
ADV.: American Crossroads/ Issue
PROD: American Crossroads

2012 INVOICE DATE	WFLA I SS 10/28/12 E:063734230
ORDER TYPE	Political
INVOICE NUMBER	WFLA
SCHEDULE DATES	PAGE BROADCAST MONTH
10/15/12-10/28/12	2 10/01/2012 - 10/2
Standard Broadcast Month	
TERMS: NET 30 DAYS.	

REF# : 11 /27 /1209

Desc: Campaign Option Number 1, Booking1

DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	ACTUAL BROADCAST		PRICE	RECONCILIATION
						LENGTH M/G FOR PRODUCT	DESCRIPTION		
M-F 530a News	200.00	15	1	10/22	MO 05:57A	:30	USPRTV21ACH	200.00	
M-F 7p News	2000.00	16	1	10/22	MO 07:15P	:30	USPRTV21ACH	2000.00	
M-F 730p Entertainment Tonight	2000.00	17	1	10/22	MO 07:39P	:30	USPRTV21ACH	2000.00	
M-F 9a Today Show II	1050.00	18	1	10/22	MO 09:59A	:30	USPRTV21ACH	1050.00	
M-Su 11p News	2500.00	19	1	10/20	SA 11:14P	:30	USPRTV21ACH	2500.00	
Sun 10a Meet The Press	5000.00	20	1	10/21	SU 10:59A	:30	USPRTV21ACH	5000.00	
M-F 1135p ET / 1035p CT Tonight	800.00	21	1	10/18	TH 12:31A	:30	USPRTV21ACH	800.00	
M-F 2p Rachael Ray	400.00	22	1	10/18	TH 02:32P	:30	USPRTV21ACH	400.00	
M-F 3p Doctors	550.00	23	1	10/18	TH 03:59P	:30	USPRTV21ACH	550.00	
M-F 4p Dr Oz	800.00	24	1	10/18	TH 04:55P	:30	USPRTV21ACH	800.00	
M-F 530a News	450.00	25	1	10/18	TH 05:53A	:30	USPRTV21ACH	450.00	
M-F 6a News	1250.00	26	1	10/18	TH 06:53A	:30	USPRTV21ACH	1250.00	
M-F 7p News	1500.00	27	1	10/18	TH 07:10P	:30	USPRTV21ACH	1500.00	
M-F 7a Today Show	1400.00	28	1	10/18	TH 07:58A	:30	USPRTV21ACH	1400.00	
M-F 730p Entertainment Tonight	1500.00	29	1	10/18	TH 07:38P	:30	USPRTV21ACH	1500.00	
M-F 9a Today Show II	1050.00	30	1	10/18	TH 09:57A	:30	USPRTV21ACH	1050.00	
Thu 9-10p ET / 8-9p CT Office	7500.00	31	1	10/18	TH 09:21P	:30	USPRTV21ACH	7500.00	
M-F 1135p ET / 1035p CT Tonight	800.00	32	1	10/16	TU 12:00A	:30	USPRTV21ACH	800.00	
M-F 2p Rachael Ray	400.00	33	1	10/16	TU 02:21P	:30	USPRTV21ACH	400.00	
M-F 3p Doctors	550.00	34	1	10/16	TU 03:29P	:30	USPRTV21ACH	550.00	
M-F 4p Dr Oz	800.00	35	1	10/16	TU 04:28P	:30	USPRTV21ACH	800.00	
M-F 5a News	300.00	36	1	10/16	TU 05:27A	:30	USPRTV21ACH	300.00	
M-F 530a News	450.00	37	1	10/16	TU 05:41A	:30	USPRTV21ACH	450.00	
M-F 6a News					*WFLA	:30	Commercial		
					*** Continued ***				

PERIOD COST 70,550.00

54 Total Units		Debits .00
ACTUAL GROSS BILLING	70,550.00	Credits .00
AGENCY COMMISSION	10,582.50	NET DUE TOTAL RECONCILING .00
NET DUE	59,967.50	

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.



WFLA-TV
A MEDIA GENERAL STATION

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TERMS: NET 30 DAYS.	

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Desc: Campaign Option Number 1, Booking1

SCHEDULE	DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	ACTUAL BROADCAST		PRICE	RECONCILIATION	REMARKS	DEBIT/CREDIT
							LENGTH	M/G FOR PRODUCT DESCRIPTION				
	M-F 7p News	1250.00	38	1	10/16	TU 06:53A	30	USPRTV21ACH	1250.00	:30 Commercial		
		1500.00	39	1	10/16	TU 07:14P	30	USPRTV21ACH	1500.00	:30 Commercial		
	M-F 7a Today Show	1400.00	40	1	10/16	TU 08:36A	30	USPRTV21ACH	1400.00	:30 Commercial		
		1500.00	41	1	10/16	TU 07:56P	30	USPRTV21ACH	1500.00	:30 Commercial		
	M-F 9a Today Show II	1050.00	42	1	10/16	TU 09:57A	30	USPRTV21ACH	1050.00	:30 Commercial		
	Wed 10p ET / 9p CT Chicago Fir	3500.00	43	1	10/17	WE 11:00P	30	USPRTV21ACH	3500.00	:30 Commercial		
	M-F 1135p ET / 1035p CT Tonight	800.00	44	1	10/17	WE 12:10A	30	USPRTV21ACH	800.00	:30 Commercial		
	M-F 2p Rachael Ray	400.00	45	1	10/17	WE 02:35P	30	USPRTV21ACH	400.00	:30 Commercial		
	M-F 3p Doctors	550.00	46	1	10/17	WE 03:13P	30	USPRTV21ACH	550.00	:30 Commercial		
	M-F 4p Dr Oz	800.00	47	1	10/17	WE 04:11P	30	USPRTV21ACH	800.00	:30 Commercial		
	M-F 530a News	450.00	48	1	10/17	WE 05:52A	30	USPRTV21ACH	450.00	:30 Commercial		
	M-F 6a News	1250.00	49	1	10/17	WE 06:54A	30	USPRTV21ACH	1250.00	:30 Commercial		
	M-F 7p News	1500.00	50	1	10/17	WE 07:09P	30	USPRTV21ACH	1500.00	:30 Commercial		
	M-F 7a Today Show	1400.00	51	1	10/17	WE 08:48A	30	USPRTV21ACH	1400.00	:30 Commercial		
	M-F 730p Entertainment Tonight	1500.00	52	1	10/17	WE 07:40P	30	USPRTV21ACH	1500.00	:30 Commercial		
	M-F 9a Today Show II	1050.00	53	1	10/17	WE 09:57A	30	USPRTV21ACH	1050.00	:30 Commercial		
	M-F 630p ET / 530p CT NBC Night	5000.00	54	1	10/16	TU 06:44P	30	USPRTV21ACH	5000.00	:30 Commercial		
	Total Airtime Gross Spot Revenue:					70,550.00						

PERIOD COST 70,550.00

54 Total Units	Debits .00
ACTUAL GROSS BILLING 70,550.00	Credits .00
AGENCY COMMISSION 10,582.50	TOTAL RECONCILING .00
NET DUE 59,967.50	

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